

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the extreme dangers and personal bias' of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. That would be the "Public Interest" not "Big Business or Personal Interest." But when large companies control the airwaves, we get more of what's good for their bottom line and less of what we need for our democracy. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter on the local, national, and global fronts. Fair and unbiased news is hard to come by these days, and if the large companies controll the all airwaves, it will be virtually non-existant. Why should the leaders of a company decide what the public can see, is told and should believe? Aren't we a free country? Doesn't that apply to our minds as well?

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. The more we encourage diversity in media ownership, the more we will encourage the public to make their own, educated decisions in all aspects of life, not just politics. They show why the license renewal process needs to involve more than a returned postcard. Thank you.